Program in Business English

IBM announces the Commercial Translator

a system which bridges the gap between business procedures and computer languages.

Here is a new method of writing business procedures in English statements which themselves serve as input to a computer. These procedures, known generally as computer programs, are intelligible to anyone acquainted with business methods.

Here are the advantages

PROGRAMMING IS EASY—It's in English, not in symbolics.

If gross pay is greater than 4800.00 . . .

This is part of an actual statement instructing a powerful computer to perform a payroll task. It is typical of many which can be formed when utilizing the new Commercial Translator.

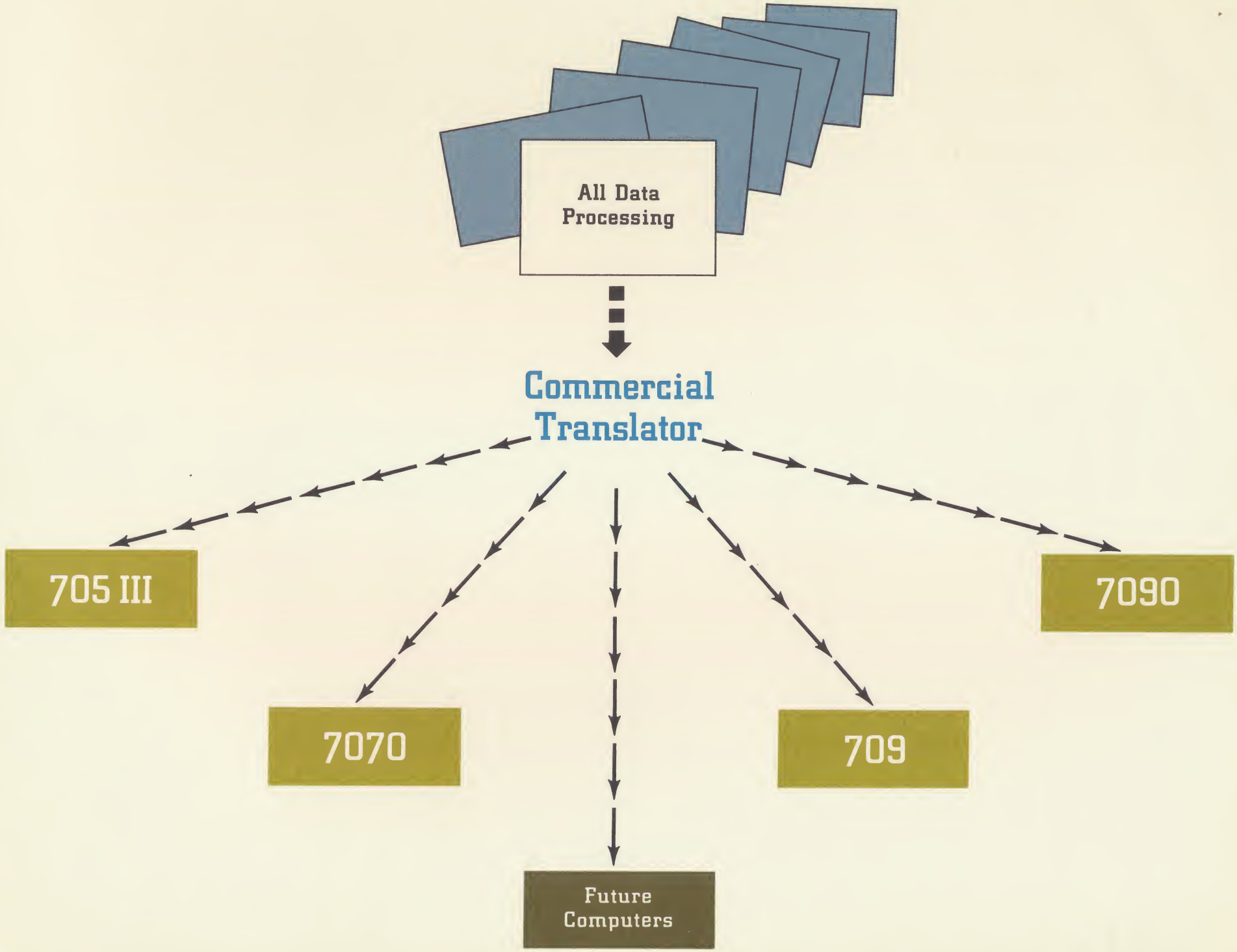
PROGRAMMING IS FAST—The time is shortened over 50%. There is a vast reduction in the number of program statements required for any one problem. There is a reduction in program testing time.

PROGRAMS ARE EASY TO READ—The legibility of Commercial Translator statements will enable management to participate directly in computer programming without lengthy training.

PROGRAMMING IS PROBLEM ORIENTED—The Commercial Translator was designed with the customer's needs in mind, rather than the characteristics of a particular computer. Thus the programmer will be able to focus his attention upon the problem rather than upon the machine.

Computers will change but the basic language will remain the same.

Applications written in the new language for the 705 III, 7070, 709, and 7090 will also be processed by advanced computers of the future.


All Data Processing
Commercial Translator
705 III
7070
Future Computers
709
7090

Commercial Translator programming is widely applicable

It provides a common language between those who need the facts and the programmers who generate them on data processing systems.

In the plant

Here managers are concerned with timely production records, economic levels of inventory, and work in process control, to name just a few of the many areas of data processing. Now production men, who know their needs best, can take an active part in preparing computer programs which will solve their problems, for the language used with the translator is adaptable to the terminology of production men.

In the office

Management is brought closer to computer programming. This means that accountants, for example, can closely supervise the writing of programs, they can evaluate the efficiency of programs, and top management can trace procedures in the source language without lengthy deciphering—thanks to its English language structure. These procedures can encompass sales accounting or payroll, inventory control or billing. Indeed, whenever data requires processing, the program can be written simply and effectively in this new medium.

A computer language from Business English

The latest product of IBM Applied Programming, the Commercial Translator, evolved from hundreds of man years of intensive effort, satisfies two most pressing needs in the area of data processing. It generates computer symbolics from understandable English. It frees the customer from concern arising from advances in computer technology. From now on computers may change, but the basic language structure will remain the same, relieving the fear that progress in computers will produce staggering programming costs.

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